



Councilmember Cynthia A. Sterling
District Three

Media Alert

FOR IMMEDIATE RELEASE
Wednesday, December 10, 2008

Contact: Erica Franco,
559-908-1748

Councilmember Sterling announces 6th Annual Visiting hours for Santa's Village

*Councilmember Sterling, Southwest Policing District, Bringing Broken
Neighborhoods Back to Life, and local businesses team up to bring
Santa to West Fresno*

WHAT: Councilmember Cynthia Sterling, District 3, the Southwest Policing District, Bringing Broken Neighborhoods Back to Life, and local businesses have teamed up to bring Santa and his "Gingerbread House" to West Fresno during the Holiday Season. What makes this so unique is that there will be an African American Santa along with Mrs. Claus. Children and their families will be able to visit Santa without having to travel across town. This event allows children and their families to visit with a Santa of color, which minority youth in the area can relate to.

The event will feature Edison High School Marching Band and Fresno Falcon dancers leading in Santa and Mrs. Clause to the Village where a host of children with their parents will be waiting to cheer Santa's arrival. We will have 5x7 family photo's with Santa, community resource booths each day with helpful information and outreach, corn dogs, hot chocolate, toys, clothes, Holiday Entertainment, and snow (providing we have snow in the mountains). All of the benefits and activities will be at no cost to the children.

Accommodations will be made to interview Councilmember Sterling, representatives from the Southwest Fresno Police Department, local businesses, children and families.

In addition this business partner Wells Fargo will present a \$8,000 at check at opening ceremonies.

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(SANTA AT KEARNEY-PALM CONTINUED 2-2-2)

- WHEN:**
- **Opening Ceremonies- Wednesday, December 10, 2008 at 5:00 PM**
 - **5-8 PM on the following dates:**
 - Wednesday, December 10- Friday, December 12
 - Wednesday, December 17- Friday, December 19
- WHERE:** **Southwest Fresno Policing District** (1211 Fresno St., Fresno, CA 93706) • Southside of the Station in the Kearney-Palm Plaza
- WHO:**
- **Councilmember Cynthia A. Sterling, District 3**
 - **Chief Jerry Dyer and Southwest Fresno Policing District**
 - **Santa Claus and Mrs. Claus**
 - **Children and families of District 3**
 - **Local Business Partners** (We are proud to recognize our major contributors, and supporters; Wells Fargo; Senator Dave Cogdill; Richard Caglia; Mark Cooley; Five Diamond Motorcycle Club; Kearney Palms Shopping Center; Trade District Council No.36; and a host a other contributors and supporters).
- WHY:** Several families in Southwest Fresno do not have the opportunity to travel to the snow due to the lack of transportation. The snow will complement the current Santa's Village Event and add more holiday cheer to neighborhood children.
- Many residents in West Fresno are forced to deal with negative consequences that result from crime; this event provides an opportunity for children to have a positive experience in their neighborhood.
- Councilmember Sterling and the Fresno Police Department, Southwest Policing District, are committed to promoting relationships between residents, youth and law enforcement personnel.
- VISUALS:**
- **Shots of children with Santa and Mrs. Claus and playing in the snow.**
- NOTES:** For more information contact Erica Franco, Chief of Staff for Councilmember Cynthia A. Sterling, at 908-1748 or Fresno Police Officer Oliver Baines at 960-8038.

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